

REMARKS

Claims 1-23 are pending in the present application, with claims 1, 17 and 22 being the independent claims.

In the Official Action, dated February 27, 2006, claims 1-23 are newly rejected under 35 U.S.C. § 103 as allegedly unpatentable over U.S. Patent No. 6,697,692 (Bunney) in view of U.S. Patent No. 6,839,680 (Liu).

Initially, Applicant wishes to gratefully acknowledge the reconsideration and withdrawal of the previously made rejections under 35 U.S.C. § 112 based on indefiniteness and under 35 U.S.C. § 102 based on Liu.

The outstanding rejection to the claims under 35 U.S.C. § 103 is respectfully traversed as follows.

Summary of the Invention

At the time of Applicant's invention, the delivery of relevant online content to users was facing significant challenges because content service providers were constantly developing and offering new services and features to distinguish themselves from each other in an effort to attract and/or retain customers.

In the e-commerce context, for instance, most e-consumers were unable to receive information that truly mattered to them during their e-shopping experience because online content was generally categorized in "content verticals" – or more accurately, aligned around a single specific subject matter area, or a set of specific subject matter areas. Such practice has significant drawbacks as the user experience becomes too focused, thereby not accounting for the user's preferences *in totem*.

In consideration of a better system, the invention delivers concentric user-targeted content to a participating user. In one embodiment, the concentric user-targeted content delivery system comprises a user profile data store, user content usage data store, and an affinity/preference algorithm. In operation, the concentric user-targeted delivery system cooperates with a user profile data store and user usage data store to obtain data indicative of a user's current content usage and a user's profile (e.g., demographic information, preference information, etc.). The usage and profile data are processed by the concentric user-targeted content delivery system to establish a baseline of user preferences.

Using the preference information, the concentric user-targeted delivery system executes at least one matching algorithm to aggregate from the content data store a range of additional content offerings that correlate to the user profile and usage behavior. In one non-limiting embodiment, the additional content offerings range is categorized into micro (primary), mezzo (secondary), and macro (tertiary) related content offerings.

Rejection under 35 U.S.C. § 102

Claims 1-23 were rejected under 35 U.S.C. § 103 as allegedly unpatentable over Bunney in view of Liu.

Without conceding the propriety of the combination of Bunney and Liu, Applicant notes that it is agreed at the bottom of page 3 of the Official Action that Bunney cannot be said to teach or suggest, "wherein said at least one instruction set further operates on said generated at least one preference to obtain a range of concentric content from said content data store such that said range of content is correlated in varying degrees to said generated at least one preference for said participating user."

To cure this deficiency of Bunney, Liu is cited on page 4 of the Official
Action for its disclosure of this feature, as follows:

ProReach client 108 users agree to use ProReach client software based on “informed consent.” ProReach system provides an explicit privacy statement to potential users, so that users will know that their activity is being tracked and recorded. The ProReachclient software contains a user-modifiable control mechanism and a default control mechanism. The default control mechanism addresses the control of common privacy related issues that can be applied to all users. These mechanisms allow the user to filter web activity data from being recorded according to user preference. Col. 64, lines 43-54 (Emphasis Added)

However, Applicant respectfully submits that mere filtering out of web content from *being recorded* has nothing to do with operating on generated preference(s) to obtain a range of concentric content that is correlated in varying degrees to the generated preference(s) for a participating user.

For instance, Fig. 5 of Applicant’s specification (reproduced below) illustrates an exemplary non-limiting range of concentric content obtained in accordance with the invention that is correlated in varying degrees to generated preference(s) for a participating user. In a primary section 500 of the range of content of Fig. 5, the content is highly correlated to generated preference(s) for the participating user. In a secondary section 510, the content is still relatively correlated, but not quite considered by the matching algorithms to be highly correlated, to the generated preference(s). Finally, in a third section 520, the content is still correlated with the generated preference(s) enough to be related, but the content is not correlated with the generated preference(s) enough to be in either section 500 or 510. In this fashion, a range of content is obtained in accordance with the invention that no prior system teaches or suggests.

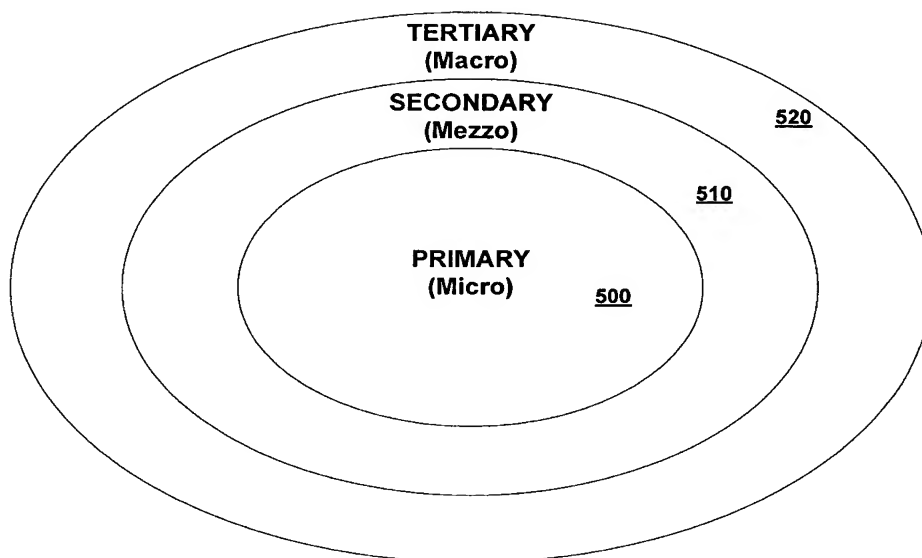


Figure 5

In contrast, Liu appears to merely describe user-customizable privacy controls that prevent (filter) a subset of web activity data from being recorded on a server. However, either including or not including a piece of content – i.e., filtering the piece of content – is not obtaining a range of concentric content that is correlated in varying degrees to the generated preference(s) for a participating user as with Applicants' invention. Accordingly, the passages of Liu cited in the Official Action are not understood to teach or suggest Applicant's invention, as recited in claim 1.

Claims 17 and 22 include similar recitations as claim 1 and are believed allowable for the same reasons. Claims 2-16, 18-21 and 23 depend from claims 1, 17 and 22, respectively, and are believed allowable for the same reasons.

Applicant thus respectfully submits that claims 1-23 patentably define over Bunney and Liu, taken alone or in combination. Reconsideration and withdrawal of the rejection to claims 1-23 under 35 U.S.C. § 103 is thus earnestly solicited.

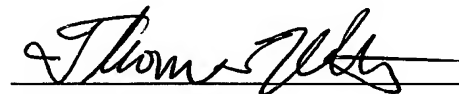
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PROCEDURE PURSUANT TO
37 CFR § 1.116

CONCLUSION

Applicant believes that the present Amendment is responsive to each of the points raised by the Examiner in the Office Action, and submits that claims 1-23 of the application are in condition for allowance. Favorable consideration and passage to issue of the application at the Examiner's earliest convenience is earnestly solicited.

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